

First Named Inventor: Usama M. Fayyad

Application No.: 09/401,439

Filed: September 22, 1999

Customer No.: 22971

Title: DATA MINING FOR MANAGING MARKETING RESOURCES

Attorney Docket No.: 115377.01

Group Art Unit: 3623

Examiner: C. M. Tarac

Confirmation Number: 4688

Mail Stop AMENDMENT

Commissioner for Patents

P.O. Box 1450

Alexandria VA 22313-1450

**AMENDMENT & REPLY UNDER 37 CFR 1.111**

Sir:

This reply is responsive to the non-final office action dated October 23, 2007.

Applicants respectfully request reconsideration based on the following amendments and remarks.

Type of Response: Amendment  
Application Number: 09/401,439  
Attorney Docket Number: 115377.01  
Filing Date: 22 September 1999